

# N A E B

## PRESIDENT'S MEMO

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

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### Restructuring

The staff and the Planning Committee of the Board, is now working on a general plan for reorganizing the Association in an attempt to develop a structure which will provide for more adequate representation of various interest groups, involve individuals in their area of concern, and afford more self-determination by the various categories of membership in the advancement of their particular interest.

I have had the opportunity now to "try out" several versions of this general plan on Regional Meetings II, III, and VI and the Affiliates ETV group. Although there seems to be common agreement that some changes are needed, there is none on how this should be done. Understandably if you make a confusing presentation, you can expect a confusing reaction. It is clear to me now that the preliminary proposals were too amorphous, too complex, and too pretentious. We must now lay out a definite blueprint, complete with full "specs," cost data, and illustrations of how such a structure would operate and what precise purposes it would serve.

Such a plan will be prepared for submission to the Board for consideration in June. The plan, as adopted by the Board, will then go to the Constitution Committee for translation into constitutional changes. The proposed constitutional changes will then be distributed to the membership for study in preparation for a vote at the convention.

### The Multiplied Individual

It's one thing to write a prescription; it's another to get it filled.

As an association executive, I'm acutely aware of the problem that is posed by the tendency of members to think of themselves as one group and their officers as another; "they" and "we" rather than thinking in terms of "us." It's our Association and what it accomplishes is only through our cooperative effort. True, in any organization this large, there are people who have conflicting interests, who want to be satisfied, and this frequently must be done by having them translated into a general good. This means extensive discussion must precede major decisions; it means there must be organizing and coordinating efforts of many people, but all with the aim of group betterment. By advancing the group cause, we can best fulfill our individual purposes.

It's true that we emphasize in our society individual effort and voluntary action. Yet all of us, as individuals, belong to various groups. And the effectiveness of these groups determines to a large extent the degree to which the individuals can function adequately in their work and have an environment which permits them to achieve the fullest development of their professional potential. Individual participation in voluntary groups allows people to maintain a degree of freedom and power impossible for the isolated individual. Together people can accomplish projects one person could not and the stimulus of the group can enhance the effectiveness and worth of each individual. As I said in Philadelphia, it is only through the united effort and individual cooperation that we, as individuals, will attain the status of professionals; it is only through the conviction and determination of the individuals that we will know progress as a profession.

### Current Activities

In talks to NAEB groups around the country in recent weeks, I have been describing current activities, and, since not all of them have been reported elsewhere, I thought I might include some of this material here.

One of NAEB's traditional roles has been to insure that education's stake in the electronic spectrum is preserved and protected; this year we have conducted a number of special projects of this nature. As a follow-up to the study on the needs of education for television frequencies and the study of educational applications of satellite relays, we have been involved recently in two new projects. The first is a pioneering achievement in the analysis of the UHF portion of the TV spectrum, to determine by digital computer methods the most efficient and usable distribution of available television channels. This report shows the possibility of a saturated UHF table of 2,583 assignments; this means that we have found it feasible to add over twice the number of usable channels to the present table of allocations.

The second project is a study of technical standards required for microwave inter-connections for educational use.

By using the basic information that we have as a result of the spectrum survey and the knowledge which the computer has stored up as a result of the UHF saturation study, we can provide the FCC with valuable data on the problems of microwave frequency use and assignment in relation to the needs of education.

Another major project, which we will be finishing this month, is a nation-wide inventory of professional personnel available for various categories of educational television, together with recommendations regarding the type of training programs and other learning opportunities which will produce the numbers and quality of personnel required to fit the indicated needs for ETV manpower.

In addition to these various research projects which we have been carrying on under contract, we have been doing some informal research. We recently completed a survey of all state ETV agencies to determine what funds might be lost to ETV if the supplemental appropriation for the ETV facilities act is not passed at this session of Congress.

We are currently tabulating the results of a survey conducted by our Television Advisory Committee, which will result in publication of a report on various financial aspects of ETV station operation.

In cooperation with the Radio and Television Advisory Committee, we recently mailed a questionnaire to all institutional members asking for reactions to current NAEB services, suggestions for possible new or expanded services, and asking questions about financing NAEB services.

These two committees are now working on plans for a series of NAEB "Primers"--simple booklets which answer basic questions on how to get a radio or TV station on the air. One idea is to have a series of articles run in the Journal and then have reprints made up for package distribution.

#### Convention

The 1965 NAEB Convention will be held in Milwaukee, November 17-20, at the Schroeder Hotel. We realize that this is a month later than usual, but it was impossible to arrange for hotel space in October. The staff and permanent Convention Committee are already deep in the program planning aspects, and the Milwaukee Committee is working out the arrangements for hospitality, meeting rooms, etc. I think you can look forward in Milwaukee to a stimulating session and plenty of *gemutlichkeit*.

#### New Journal Format

We are constantly striving to improve our publications, which we realize are not what they might be if we had more money to put into them. But the January-February issue of the Journal reflects some of the steps now being undertaken by the staff and the Publications Committee to make as many improvements as possible within the means available. We feel that the new format gives the Journal a more professional appearance, and we hope you agree. We are also considering an arrangement whereby four issues of the Journal would be highly "professional" in nature, with the other two serving a broader purpose, because we realize that the lack of a general magazine forces us occasionally to include items in the present Journal which do not properly belong in a truly profession journal.

#### International Activities

Three months ago the NAEB entered into a contract with the Government of American Samoa to supervise the installation of a television system for the Samoan schools. We will be responsible for plans for transmitters, studios, all design engineering, and the employment of station and teaching personnel. The exciting aspect of this project is that this will be the only case anywhere in the world where an entire national school system is planned to utilize TV as the core of the instructional process. It will become an international showcase--a sort of "Hagerstown of the South Pacific."

Our two-year contract with AID to provide assistance to the Republic of the Sudan in radio was originally scheduled to terminate next month, but AID has extended it until June, 1964. We believe this is a good indication of the value of the project to the Sudanese government.

### Seminars

As an earnest of NAEB's interest in the rapidly expanding area of instructional broadcasting (particularly closed-circuit TV), the NAEB will hold a conference on Instructional Broadcasting at the University of Illinois, May 12-15. This meeting will include formal papers, group discussions, and an opportunity to see and hear out-standing examples of instructional radio and television programs. The Steering Committee will meet in Chicago April 8th to work out details.

We are also making tentative plans for an educational radio seminar at the University of Wisconsin toward the end of the summer. Whether this goes forward will depend largely upon the degree of interest registered. An exploratory committee has been appointed to determine the feasibility of following through.

### ETV Appropriations

As we "go to press," the HEW people have just concluded an appearance before the Senate Subcommittee on Deficiencies and Supplements (requesting \$2 million for fiscal 1963). They will be heard before the Senate Subcommittee on Labor, Health, Education and Welfare (requesting \$7 million for fiscal 1964) tomorrow (April 3rd).

On March 19 and 22 hearings were held before the opposite number committees of the House. The presentation was made by Ivan Nestigen, Undersecretary of HEW, accompanied by John Bystrom, Assistant to the Secretary (for TV).

In my judgment, there is basis for cautious optimism, especially from the standpoint of the early scheduling of the hearings. One of the major concerns about the supplemental was that the hearings on this request might be held so late in '63 that there would be no point in appropriations to begin a new program at the tag end of the old fiscal year.

HEW officials estimate they could get out materials within 30-45 days after funds become available and could begin making grants within 60-90 days later to some applicants in favorable position, i.e., appropriate FCC authorization, available matching funds, and no competing application or unfavorable comment from their state.

### Dates and Events

- April 18-20 Alpha Epsilon Rho Convention, Hotel President, Kansas City, Missouri.
- April 20-26 DAVI Convention, Denver, Colorado.
- April 22-23 Conference on Broadcasting and Mental Health, Hotel Thayer, West Point, New York.
- April 24-26 U. S. National Commission for UNESCO, Washington.
- April 28-30 ETV and Higher Education--Airlie House, Warrentown, Virginia.  
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